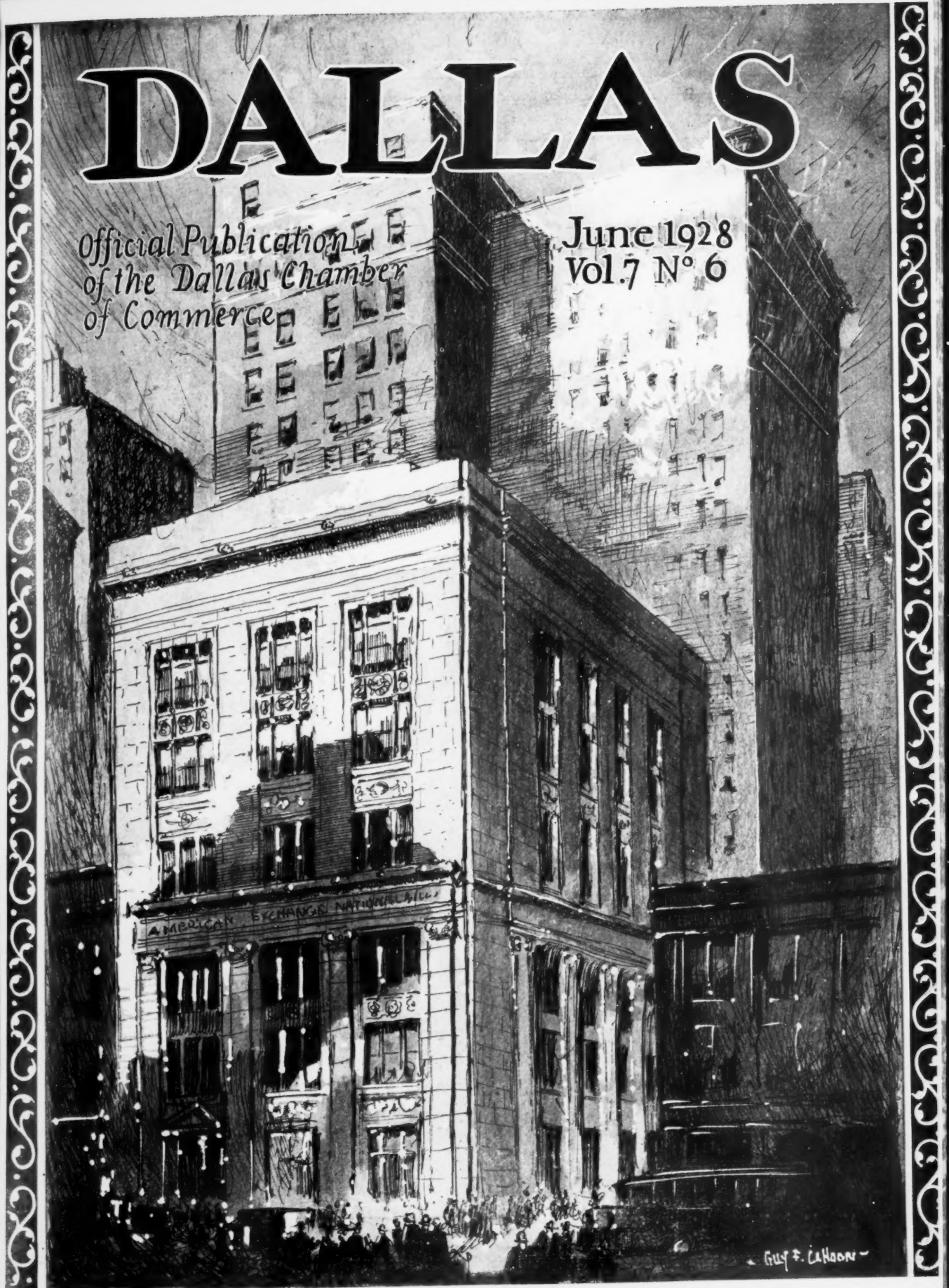


DALLAS

Official Publication
of the Dallas Chamber
of Commerce

June 1928
Vol. 7 N° 6



New Elm Street Annex to the American Exchange Natl. Bank

A Valuable Cotton Condition Survey ~ ~ ~

The News has developed a weekly survey of cotton conditions throughout Texas. It is published in detail every Friday morning.

The progress of the crop is reported accurately by reliable, accredited correspondents in every one of the 220 cotton-growing counties of Texas.

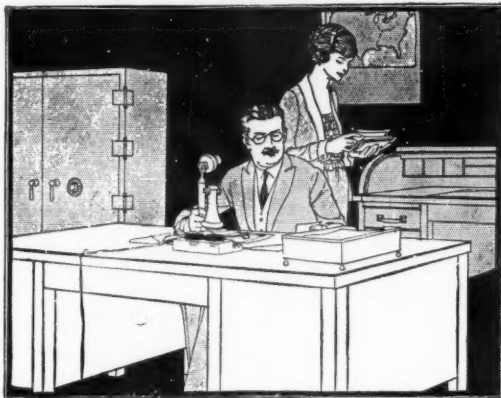
This work has been organized and is being directed by Victor H. Schoffelmayer, agricultural editor of The News and organizer of the "More Cotton on Fewer Acres" contests.

Cotton is the greatest single influence upon business in Texas. Business people are urged to give these reports the study and the full confidence they deserve.

The Dallas Morning News

Oldest Newspaper in Dallas

Oldest Business Institution in Texas



Is Your Desk

A protection against fire, water, vermin and rodents? Is it impervious to weather and time? Is it impressive in appearance, beautiful in design, and finished in the tone or wood grain you prefer? Is it scientifically planned to speed up your work?

It can be and it will be, if it is an Art Metal Steel Desk.

Desks of every type for every purpose, made by the world's largest makers of steel office equipment.

Art Metal

Exclusive Dealers Steel Office Equipment

CLARKE and COURTS

Manufacturing Stationers

1506-8 Young St., Dallas

Free Parking Space In Rear of Building

It Isn't Necessary To Pay High-brow Prices for Good Printing

NO man wants to pay more for a thing than it is worth.

The fellow who does that is not only hurting himself but he is also an enemy to business.

For he throws out of balance the very thing on which business is established, namely, the giving of value for price received.

The best business is where the right value is given for the right compensation received.

To overpay a firm for service is like spoiling a baby. To underpay is like taking milk from a baby. Either case hurts the baby—and hurts the parents and people who must live with the baby.

Every buyer of printing knows that he is always being urged to pay more for his printing—is always being told that it is unfair to mention price and good printing in the same conversation.

The difference is that some printers are temperamental, others have high powered sales organizations, others maintain expensive art departments and idea men to create sales.

Others go in for the cheaper class of work while still others specialize on the various types of printing such as directories, or handbills, or standard office forms. The buyer becomes confused.

BOYD'S is a printing plant—organized, arranged and set up to do printing. Nothing else.

The first thing needed to do printing is type. BOYD has four linotype machines, twenty-four hour service, with seven different type series varying in size from six to thirty-six point. In the composing room are twenty different series, ranging in size from 6 point to 6-inch wood type. These faces, both linotype and hand, have been set up in a

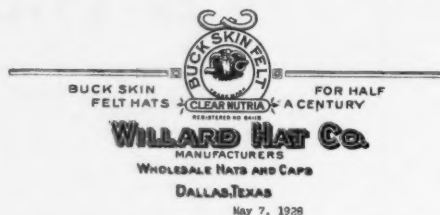
specimen book and will be shown anyone on request.

The next thing needed to print is presses. BOYD has four cylinder presses, including a fast Kelly. Two jobbers. They are permanent fixtures and can be seen by anyone at any time.

The third operation in printing is binding. BOYD has two folding machines in addition to cutter, stitcher, etc.

To make use of the materials and mechanics requires personnel. BOYD'S has personnel—but not too much of it. On that score, and to sum up the case, we had rather let a customer speak.

The way one Printing Buyer looks at it



Boyd Printing Co.,
1323 Wood St.,
Dallas, Texas.

Gentlemen:

When we first began to give you our catalog several years ago it might interest you to know that there was some apprehension regarding the quality of work that might be turned out. This was because your price was lower than the companies which talk of quality all the time.

However, we have been more than satisfied with the appearance of the catalog and the service on it. And your price is in line with what we think is fair.

Assuring you of our appreciation of the good service which has been given, we are,

Sincerely yours,

WILLARD HAT COMPANY.

Frederick

FB:AM

BOYD PRINTING COMPANY

Booklets, Catalogs, Broadsides, Office Forms

PHONE 2-2788

1323-25 Wood Street

PHONE 2-8902



Faith in a Greater Dallas

The new annex to the American Exchange National Bank will stand as an evidence of faith in a great city—a community rapidly approaching half a million inhabitants—a city reaching out toward fresh business and industrial achievements.

This building, looming up with a majesty born of physical strength and architectural beauty, symbolizes the confidence which the officers and directors of this bank have in Dallas of tomorrow.

But most of all it will stand as an additional monument to the thousands of customers and friends who have through their thrift, industry and confidence in the American Exchange National Bank made possible its position as the leading bank in Texas.



Interesting Offices



Where Important
Questions of Business Are Decided

A Few Prominent Dallas Users

REPUBLIC NATIONAL BANK
MR. HERBERT MARCUS
Neiman-Marcus Co.
MR. C. R. MILLER
Miller Mfg. Co.
MR. CHESTER A. JONES
Sanger Bros.
MR. W. J. WYATT
Wyatt Metal & Boiler Works
MR. R. S. HASELTINE
The Guiberson Corp.
MR. GEORGE B. DEALEY
Dallas News
MR. C. E. ULRICKSON
Trinity Portland Cement Co.

Business men of Dallas are paying more and more attention to the comfort and appearance of their office, selecting furniture capable of reflecting the character and symbolizing the quality ideals for which their business stands.

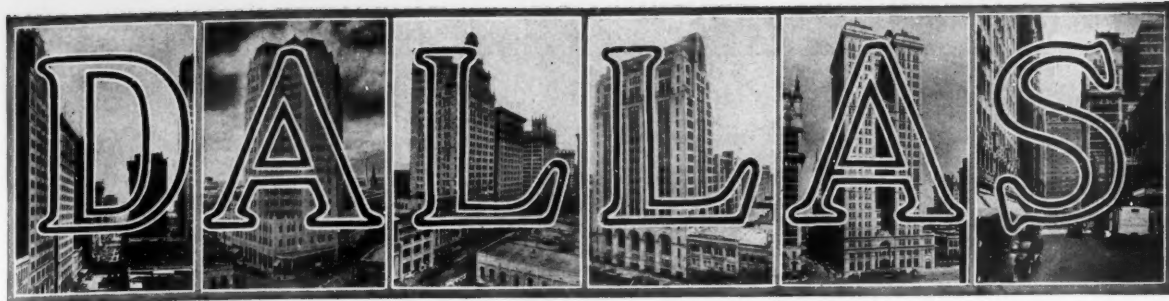
Doten-Dunton Masterpiece Suites are the natural equipment for offices of this kind. There must be reasons why more and more Dallas business men choose Doten-Dunton equipment.

STEWART OFFICE SUPPLY CO.

1810 MAIN STREET

DALLAS, TEXAS

COMMERCIAL STATIONERS



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second class matter Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3rd, 1879.

Volume 7

June, 1928

No. 6

The Dallas Chamber of Commerce

An Editorial by M. J. NORRELL

A SOUTH TEXAS farmer wants to sell strawberries in Dallas, or a West Texas farmer wants to buy them here.

A New York manufacturer wants a branch representative in Dallas.

A Dallas merchant wants new lines of merchandise.

A school girl in Minneapolis wants a Texas horned frog.

A New England manufacturer wants a branch factory in Dallas.

A Dallas wholesaler feels that the freight rates applying to his South Texas competitor are discriminatory.

A Dallas housewife wants to know where she can get a broken part for her Klean-Kwick washing machine.

A Dallas physician wants to know the best route by automobile to Podunk.

A Podunk tourist wants to know some of the beauty spots here.

These are but every day problems presented to the Dallas Chamber of Commerce. In its twelve major departments these problems are a part of the daily routine—aside from such items as civic development, trade promotion, industrial development and the other more spectacular activities of a well organized commercial organization.

There are few members of the Chamber of Commerce that do not at some time have need for the specific services of one of the departments—transportation, publicity and information, industrial, membership and service, Southwestern

development, highway, manufacturers, wholesalers, retailers, convention, agriculture and finance.

The Dallas Chamber of Commerce is a clearing house for information—whether it apply to Dallas, Texas or the Southwest. This information service may range from the telephone number of a new concern to a complete industrial survey for a prospective manufacturer. If there were no Chamber of Commerce to answer such inquiries and render such service, who would look after it?

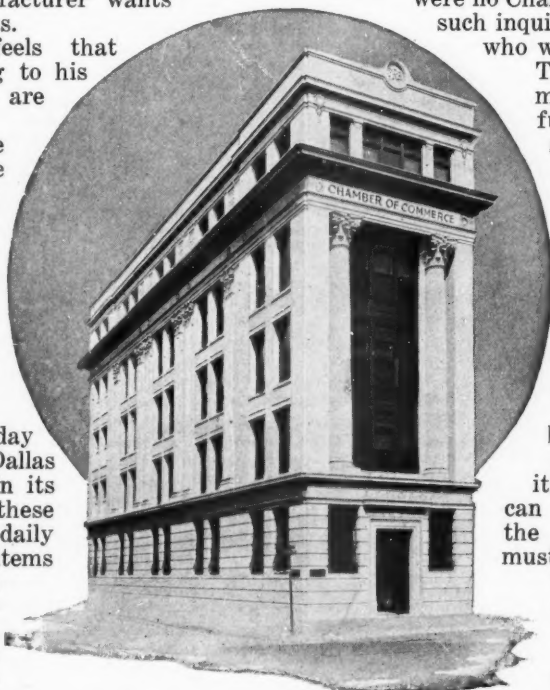
The Dallas Chamber of Commerce, as are all other successful organizations of its kind, is supported by those public spirited citizens who realize that concerted effort is necessary in progress. Their donations of time and money to the Chamber of Commerce are not gifts of charity or philanthropy. Rather they are investments, selfish maybe, for the future—investments that have in the past brought substantial returns.

As every nation must have its military organization that can be mobilized instantly for the safety of the nation, so must every important city have its organization whenever a civic program must be pursued.

The Ulrickson plan, the highway program, the Trinity River improvement, the half million dollar advertising program, and many other movements not so recent but important in the history of Dallas, are all results of concerted effort.

A substantial part of the city's population and

(Continued on page 25)



Mileage Scale Freight

*History of Famous Docket 14880 Reviewed—
Rates Take Effect July 8.*

By SAM D. GOODSTEIN

TIME after time the Staff of the Dallas Chamber of Commerce and perhaps other interested parties are asked concerning the *modus operandi* and the accomplishments of that organization as a whole, as well as its individual departments.

Speaking for the Transportation Department — The Transportation Committee of this Department consists of eighteen representative traffic managers of the larger firms in the city. This Committee, in turn, is sub-divided into numerous sub-committees who specialize in the handling of matters pertaining to the movement of merchandise from Dallas to the entire Southwest, as well as parcel post, mail and passenger service. The committee is constantly endeavoring to improve the service from Dallas, realizing the tremendous asset prompt service is to the Dallas market. Many cooperative meetings with carriers are held at which complaints that have been received are handled and schemes devised to prevent delays to traffic destined to points from which complaints have been received as to the inadequacy of service and delays. Matters of general interest to the Southwestern market, from both a traffic and a transportation standpoint, are referred to them for consideration.

In order that no delays occur the Transportation Committee holds regular semi-monthly meetings on the first and third Tuesdays of each month, in addition to numerous special meetings called to take care of such matters requiring immediate attention. The members of this committee are imbued with the Dallas spirit of service and give their time without compensation. Their effort in the past is one of the principal reasons for the development of the wholesale and manufacturing industries in Dallas.

About twenty years ago it became apparent that the piece meal method theretofore used for securing adjustments requested by the shipping and receiving interests of Dallas did not provide for that stability upon which a steadily expanding market can depend, and they took steps to secure for Dallas and the Southwest a permanent rate structure that would give to each locality the advantage to which it was justly entitled by reason of its geographical location. Many hearings were held during the years, and for one reason and another the adjustments that were secured were on a piece meal method which did not help the situation in any way, and in fact had a tendency to increase rather

than diminish the conglomerated rate structure, which had been generally recognized as obsolete and having served its purpose. Finally the Oklahoma interests, through their state regulatory body, filed a formal complaint with the Interstate Commerce Commission attacking the reasonableness of the rates from, to and between stations in Oklahoma and practically the entire territory east of the Colorado-New Mexico state line. Following the action of the Oklahoma interests it was manifest that if Dallas and other points in Texas were to protect their interests they would be compelled to file a formal complaint alleging the same facts, and asking for permanent relief from the maladjustments obtaining under the present rate structure.

The case was heard before the Interstate Commerce Commission at different points in the Southwest. The allegations pro and con made by both carriers and shipping interests are too numerous to name in this article, but attention is called to the fact that over 800 exhibits, ranging from two pages to as high as several hundred pages each were introduced, thousands of pages of testimony taken, many petitions printed by both sides, as well as oral argument being held in Washington before the entire Commission.

This case, generally known as the Consolidated Southwestern Cases, was handled from start to finish for the Dallas interests by our present Commerce Counsel, Mr. Albert Reed, and to him is due all of the credit for bringing to a successful termination this vexatious traffic and transportation problem not only for Dallas, but for all points in the Southwest.

The Interstate Commerce Commission ordered to become effective December 5, 1927, a system of rate making primarily based upon the use of a distance scale of rates. This method makes the rate on a given class or commodity between any two points in the Southwest the same as between any other two points where the distance is the same.

This, of course, is due to the Commission taking into consideration the entire rate structure as affecting the movement of traffic from, to and between points in the Southwest, rather than the old fashioned method of piece meal adjustment, and places into effect a system of rate making once and for all eliminating numerous discriminatory situations that were present in the old rate structure.

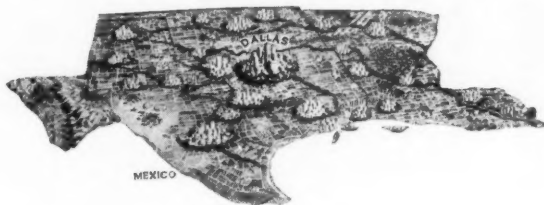
For many years from other terri-

tories into Texas, rates were made from a few large groups to the entire state with a few exceptions, by the use of what is known as an average rate for the entire state. Under this system of rates it can be readily seen that towns in close proximity to the producing points were sharing the burden of rates to points of greater distance; as an example, the same rate applied to Corpus Christi, Big Spring and San Antonio. Dallas and other Northeast Texas cities, under the blanket system of rate making, of necessity, had to pay part of the freight of these cities. This is a statement of fact that can not be controverted when it is realized that it is a system of rate making that compels a city to pay the same charge for a haul of 500 miles that is assessed on a like commodity for an 800-mile haul from the same point of origin. This is in and of itself evidence of the fact that the 500 mile point is paying part of the burden that should be borne entirely by the 800 mile destination point. It is this system of rate making that the North Texas cities were opposed to.

The blanket system of rate making at present in effect to Texas also had the effect of handicapping the cities in Northeast Texas in attempting to prevail upon industrial firms in the north and east to either manufacture or distribute from this section of the state; the answer invariably being that they would not be justified in so doing, as it would add additional transportation cost, that they could save, due to the blanket system of rates that enabled them to make shipments to practically every point in Texas from their point of distribution. This can no longer be their reply under the rate structure ordered into effect by the Interstate Commerce Commission, for the reason that the principle upon which the Commission order is based allows each city in the Southwest the geographical advantage it is entitled to, because of its location and closer proximity to the points of production. It also means that the interstate competitors of Texas concerns will no longer ship to practically the entire state of Texas on a uniform rate regardless of distance, but will have to take into consideration the different rates that apply to the different cities in the state, and, as the Northeast Texas cities are closer to the northern and a majority of the eastern manufacturers, it should result in a sufficient variation in the rates between the Southwestern cities to justify greater distribution facilities, as well

(Continued on page 15)

America's
Fastest Growing
Market



Twelve
Million Buyers
Live Here

Dallas Open For Inspection

A Score of Inquiries Come Each Day to Chamber of Commerce

By C. V. WALLIS
Manager Industrial Department

ON June 7, two weeks after the first advertisement in the national campaign of Industrial Dallas, Inc., appeared in the Saturday Evening Post, 185 inquiries had been received. Of this number, 133 were from the Saturday Evening Post advertisement of May 26; thirty-three were from the Literary Digest advertisement, which ran June 2, and seven were from Nation's Business, in which the copy appeared June 5. Barron's and Harper's Magazine, in which small advertisements were used, had produced one inquiry each, and the second advertisement in the Saturday Evening Post of June 9 had produced three replies.

At the time of the preparation of this report, responses were still coming in from all these media at the rate of approximately twenty per day, which will unquestionably be greatly increased with new copy appearing immediately in the Saturday Evening Post, Literary Digest and Nation's Business. Time has not permitted full results to be realized from the first copy in the Literary Digest, Nation's Business, Barron's and Harper's Magazine, as they have only been out a few days.

From the 185 replies, the Industrial Department has secured thirty-six prospects, twenty-nine from the Saturday Evening Post replies, five from the Literary Digest and two from Nation's Business. Ten of these are interested in establishing factories in Dallas; twenty are interested in placing distributing branches here and six are considering Dallas for Southwestern sales offices.

A further analysis of the 185 replies shows that California leads with 19; Texas and Illinois are tied with 16 each, and New York is third with 10. Returns by States follow: California, 19; Illinois, 16; Texas (exclusive of Dallas), 16; New York, 10; Pennsylvania, 7; Arkansas, 7; Colorado, 6; Indiana, 6; Massachusetts, 5; Minn-

esota, 5; Missouri, 5; New Jersey, 5; Florida, 4; Iowa, 4; Tennessee, 4; Georgia, 3; Louisiana, 3; Michigan, 3; North Carolina, 3; West Virginia, 3; Alabama, 2; Kansas, 2; Nebraska, 2; Oklahoma, 2; Wisconsin, 2; Arizona, Connecticut, District of Columbia, Maine, Mississippi, Montana, New Mexico, Oregon, South Dakota, Washington and Wyoming produced one inquiry each.

Three were received from foreign countries, two from Canada, and one from the Isle of Pines, West Indies. The Canadian inquiries were from retired business men of wealth, interested in Dallas as a city in which to live because of its climate. The inquiry from the Isle of Pines was from an American citizen who has resided there for fifteen years, but is planning to return to the "States" and is seeking a progressive city in which to establish himself in business.

Of the 185 inquiries received, fifty-five were written by executives on letterheads of their respective companies, indicating definite interest of one character or another in Dallas and the Southwest. Sixty-eight were from individuals, on personal stationery, with nothing to indicate the nature of their interest other than they requested literature referred to in the advertising copy. It will require further correspondence with this group to determine the extent to which they may be interested in Dallas.

Seven inquiries are from professional men seeking new locations; eight were from persons desiring employment; nine from persons of means interested in moving to Dallas to live because of its climate and healthful conditions; eight inquiries were from schools and universities desiring literature for class room work; ten of the inquiries were from women, and eight replies were written on hotel stationery.

A large majority of those replying requested all seven of the pieces of

literature prepared in connection with the campaign, a total of 119 out of 185. Thirty-one requested No. 1; twenty-two requested Booklet No. 2; nineteen asked for Booklet No. 3; eighteen asked for No. 4; thirty-one for No. 5; fifteen for No. 6 and twenty-two for No. 7.

The pieces of literature referred to above, prepared by the Industrial Department in connection with the campaign, are briefly described as follows:

1. Market Map of the Southwest. Printed in seven colors, showing the purchasing power of each county in the Southwest, based on income, population and area; transportation facilities and service; and the location of Dallas with reference to purchasing power, density of population and facilities for serving the Southwest.

2. The Southwest—Six Billion Dollar Market. A detailed market analysis of the Southwest, showing its economic growth during the last twenty-five years, its income, its annual production of new wealth, its increase in population and wealth; and a comparison of the Southwestern market with other major markets of the country, in rate of growth and in present population, purchasing power and income.

3. Dallas—Distribution Center. Showing the location of Dallas with reference to wealth and purchasing power in the Southwest, facilities at Dallas for serving the Southwest, rated retail outlets under thirty-five principal classifications, shown by counties; an analysis of the new Southwestern Rate Structure, placing all rates in the Southwest on a mileage scale; a list of 1638 national concerns that are now serving the Southwest from facilities maintained at Dallas.

4. Industrial Survey of Dallas. An engineering appraisal of facilities at

(Continued on page 23)



Louis G. Clemens

THERE were few lines of industry, commerce and finance that were not strengthened by addition of the sixty-five new concerns during the last thirty days.

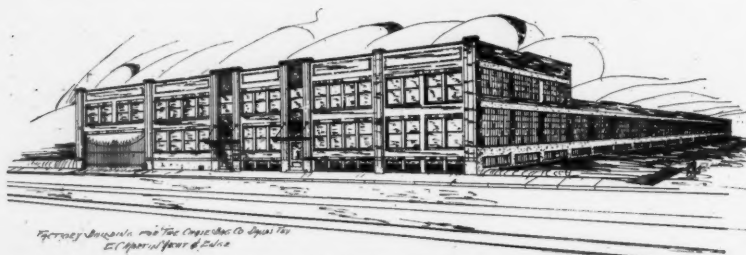
In the list will be found manufacturing establishments, wholesale houses, retail stores, branch offices, finance institutions and professional offices.

Established business houses continue to expand their activities, several of them having moved into larger quarters where they can more advantageously serve the increasing population of the Southwest.

Rapid progress is being made on the new Chase Bag Company's plant, one of the most important plants Dallas has secured in recent times. The architect's drawing of the \$125,000 building at Lamar and Cadiz is shown on this page. The total plant will represent an investment of about half a million dollars and will employ 150 people.

The Thompson Can Co. has already gone into production and is turning out heavy quantities of large size cans for the Southwestern trade. The interior view of the plant below shows space arranged for installation of machines for smaller cans in the near future.

The complete record of new concerns opened for business here during the last thirty days follows:



Chase Bag Company's Dallas Plant

Yesterday's Prospects

"We chose the most fertile field in America when we decided to establish our factory in Dallas. It is becoming more widely known each day that the Southwest is the fastest growing section of the United States. Dallas is in the center of a thickly populated district in which some 12,000,000 people live. The can manufacturing industry has not been properly developed here and we felt that by getting in on the 'ground floor' we would have a decided advantage."—Louis Clemens, vice president of the Thompson Can Company of Dallas.

Advance Advertising Co., 4508 East Grand Ave. Signs.

Al's Music & Specialty Shop, 2010 Elm St. Music Store.

Alexander Film Co., 302 S. Harwood St. Advertising Films. Home office, Colorado Springs, Colo. E. S. Hunt, manager, Dallas branch.

American Air Transport, 1321 Commerce St. Commercial aviation.

California Company, 10th floor, Marvin Bldg. Subsidiary Standard of California. Land and geological departments for Southwest moved here from Colorado, Texas. Warner Clark, general manager.

J. A. Campbell Green River Co., 2912 Hall St. Beverages.

Chumney Hardware Co., 6334 Gas-ton Ave. Retail.

J. W. Collins & Co., 1004 Collin St. Transfer and moving.

Crescent Printing Company, 1915½ Main St.

Dallas Leather Goods Company, 1902 Greenville Avenue. Manufacturers of Dalego Brand leather products. Ernest Smith, president.

Dallas Pants Manufacturing Co., 4th Unit, Santa Fe Bldg. Manufacturers of men's work and dress pants. J. M. Haggard, Harry Vogel and John Sidor, incorporators. Plant moved to Dallas from St. Louis.

Dallas Typewriter Service Co., 507 Simpson Building.

Day Furniture Co., 2100 Elm St. Retail.

Dickinson Secretarial School, 515 Marvin Bldg. Stenographic school for girls.

Duff Electric Co., Inc., incorporated by Olin Duff, M. McKinnie and John A. Erhard; capital stock \$5,000.

Duncan Dairy Supply Co., 1814 Carter St. Dairy equipment and supplies.

Dyer Furniture Co., 112 S. Beckley Ave. Retail.

Eureka Seeds Company, chartered June 7, \$3,000 capital; A. C. Gillespie, J. C. Gillespie and W. H. Clark, Jr., incorporators.

Everlasting Paint & Sales Co., 1314 Magnolia Bldg. District sales office; home office, Los Angeles, Calif.

National Guardsman, Allen Building. Publication.

National Telephone Directory Co., 1101 Dallas National Bank Bldg. Telephone directory advertising.

Okonite Company, 1808 Allen Bldg. Branch sales office; home office, Passaic, N. J.

Prescott, Wright, Snider Co., Kirby Bldg. Investments.

Refinery Castings Corp., chartered with \$25,000 capital, by Charles R. Sibbitt and Frank E. Austin. Site acquired and planning to build grey iron foundry in West Dallas.

Richardson & Nettles Service Station, 2206 Main St. Garage.

Leon R. Russ, geologist, Dallas National Bank Bldg.

Samuell Investment Co., 901 Dallas National Bank Bldg.

S. W. & A. Contracting & Employment Co., 1313 McKinney Ave. Employment agency.

Solomon Motor Co., 2225 Main St. Automobiles.

Southwest Rubber Products, Inc., 1120 Ravinia St. Manufacturers of rubber goods of all kinds. Incorporated for \$20,000.

Southwestern Engineering Corporation, 1217 Magnolia Bldg. Home of-

Today's Citizens

"The Southwest has become so thickly populated that we found we could not properly serve it from our home office. The Cluett Peabody Company closed its Dallas office several months ago but it did not take long to discover the advantages we had lost and the branch was re-opened and much enlarged. Our volume of business and the comments of our customers on the service we are able to render by virtue of our proximity to them has justified the move."—D. H. Hawkins, manager Dallas Branch, Cluett Peabody Company.



D. H. Hawkins

Office, Los Angeles, Calif. Refinery equipment.

Superior Advertising Co., 1114 Southwestern Life Bldg.

Tellyer Concrete Pipe Co., Eagle Ford Road. Manufacturers of concrete pipe. Incorporated for \$50,000, by Harry B. Tellyer and G. L. Briggs.

Texas Cities Gas Co., 1615 Santa Fe Bldg. Executive offices for the Southwest. Company operates in El Paso, Galveston, Waco, Paris, Brenham and other Texas cities. H. G. Scott, New York, President; H. E. Danner, Dallas, vice-president; H. H. Lyons, New York, Secretary-treasurer; L. P. Leith, Dallas, assistant treasurer and auditor.

Texas Townsite Company, 1313 Southwestern Life Bldg. Real Estate.

Toland & Corley Real Estate & Loan Co., 407 Southwestern Life Bldg.

Ward Heater Company, 317 North Harwood St.; distributing branch for the Southwest, gas heating systems for homes. Home office, Los Angeles, Calif.

The Wayne Company, 3201 Worth St. Distributing branch for the Southwest, J. J. Hudson, manager. Home office, Richmond, Ind. Bus bodies.

Wiggins & Company, chartered June 6, \$50,000 capital stock, by W. D. Wiggins, James Shrader and C. B. Lynch, Jr.

Ever-Ready Letter Shop, 604 Burt Bldg. Multigraphers.

F. & W. Grand, 1008 Elm St. 5 and 10 cent store. Home office, New York.

Frozen Custard Co., 1613 Elm St. Confections.

Jack Gardner Permanent Wave Shop, 513 Southwestern Life Bldg. Beauty Parlor.

Great Western Mushroom Company, 1917 North Houston St. C. W. Wilson, manager. Distributing branch, home office, Denver, Colo.

Green Oil Company, 918 Marvin Bldg.

W. R. Griffin & Co., 902 Marvin Bldg. Investments.

Harris Toy Gun Works, 1915½ Main St. Toys.

O. G. Hendrian, 1014 Southwestern Life Bldg. Insurance.

Highland Park Press, 3218½ Knox St. Newspaper.

Hokus-Pokus Stores, 820 Eilson Bldg. Chain grocery stores.

William Johann, 2110 Main St. Automobiles.

Jones Briner Paint & Varnish Co., Burris St. Paints.

Keller-Panky Body Co., 1609 Patterson Ave. Body rebuilding and repairs.

Kleinman Company, 1111 Commerce St., Wholesale notions and novelties; successors to Stern Novelty Co.

Lockhart & Stephens, 213 Cotton Exchange Bldg. Insurance

A. B. Lucas Milliner Co., 906 Commerce St. Wholesale.

McQueen & Company, 1901 N. Harwood St. Contractor.

Macy's Credit Jewelers, 1615 Elm St. Retail.

Maison Victoire Inc., 703 Marvin Bldg. Beauty Parlor.

Mexicano Inc., plant Holmes St. Road; office, Thomas Bldg. Manufacturers of chili and tamales.

Moore & Finely, 2525 Main St. Automobiles.

Morten-Davis Company, 800 Jackson St. Wholesale ladies ready-to-wear. Incorporated for \$100,000; E. W. Morten, J. O. Davis, Michael Cohen.

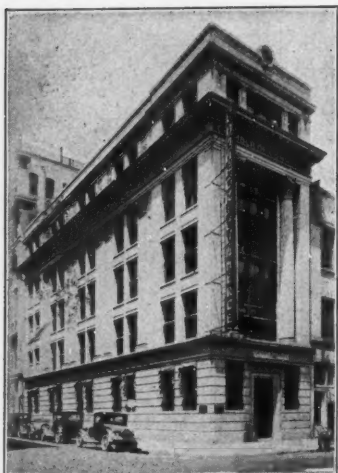
Mystyle Hosiery Shop, 107 N. Akard St. Retail. Home office, Atlanta, Ga. T. A. McVeigh, local manager.

Wohfeld & Witt, Construction Industries Bldg. Contractors.

X-Cel-All Lite Co., 602 Slaughter Bldg. Lighting fixtures, fans, etc.



New Plant of the Thompson Can Co. Insert is E. R. Thompson, President



Dallas

Official Organ of the Chamber of Commerce, published monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MGR.

Vol. 7 June, 1928 No. 6

DALLAS CHAMBER OF COMMERCE OFFICERS

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ARTHUR L. KRAMER	Vice President
NATHAN ADAMS	Vice President
A. V. LANE	Treasurer

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R. L. Thornton	

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T. J. Mosher	Pres. Manufacturers' Assn.
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Herman Philipson	Pres. Retail Mer. Assn.
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Sam P. Kohlen	Pres. Junior Chamber
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Chamber of Commerce of the United States of America—Joseph F. Leopold, Manager, Southern Central Division.

Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.

Real Estate Board—Roy E. Smith, President; E. A. Bell, Secretary.

Automotive Trades Association—F. A. Ferris, Pres.; Dr. J. H. Connell, Executive Secretary.

Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.

Hotel Association—H. H. Hudson, Pres.; Mrs. C. L. Hamill, Secy.

National Air Transport, Inc.—C. B. Braun, Southwestern Div. Traffic Mgr.

OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

Early Returns

On page nine of this issue of DALLAS are told some of the results of the first three advertisements carried by Industrial Dallas, Inc. This surprising story should dispel any doubt that may remain in the minds of some of our citizens who were not whole heartedly in favor of the national advertising undertaking. Without doubt, within the three years of the campaign, much of the population increase and much of the invested capital increase will be due to the frank statement of facts contained in the advertisements.

A Good Motto

On the wall in the editorial offices of The Dallas News hangs a framed motto that states "Every great institution is the lengthening shadow of a single man." Evidence in proof of this may be found in the lives of such men as Ford, Rockefeller, Edison, Schwab, Judge Gary and others whose personal efforts have been largely responsible for the magnitude of their respective institutions.

"Doing Business As Usual"

Not many years ago a presidential year was looked forward to with dread and apprehension by the business man. Through some process of evolution not clear to us, business today is going ahead as usual. Leaders of commerce see little to fear in the coming campaign though it bids fair to be the most stormy and bitter in history. American business is now so firmly founded that it takes more than a mere political flurry to seriously shake it.

The salesmanager of a Dallas food factory was bemoaning the scarcity of what he termed "real salesmen," at a recent manufacturers' luncheon. "It is easy to get order takers," he said, "but it is mighty hard to find a man that can really sell when resistance is encountered. When salesmen, or drummers, travelled by train they had plenty of time in each town for they had to wait for the next train anyway. Now the automobile driving salesman makes a feeble effort and if that does not bring results he jumps in his car and rushes to the next town.

A decided jump in the demand for portable phonographs has been noticed all over the south, according to a local music dealer who sells from ten to fifteen each day. Tourists, campers, and persons in circumstances too far below the average to own the higher priced machines are said to be the best prospects.

BECAUSE of territorial limitations implied by the name "Southwestern" and the great and increasing number of concerns in varied lines, using the name, leading to confusion, the decision has been made to change our name effective July 1, 1928.

All assets and good will of the Southwestern Advertising Company have been transferred to Tracy-Locke-Dawson, Inc.

There is no change whatever in personnel.

The Southwestern Advertising Company was established at Oklahoma City in 1913 by Shelley E. Tracy and Raymond P. Locke, both still actively at the head of the business.

Joe M. Dawson became associated with the company in 1918, coming to Dallas in 1920 to take charge of this office which had been established as a branch in 1917.

EFFECTIVE

July 1, 1928

the firm name of

SOUTHWESTERN ADVERTISING Co.

will be changed to

TRACY-LOCKE-DAWSON, Inc.

Advertising



MAJESTIC BLDG. — DALLAS

No change in personnel

In 1923 the headquarters office was moved from Oklahoma City to Dallas which is now the only point at which an office is maintained.

While accounts served are confined principally to Texas and Oklahoma, however, the company is at present serving clients located in Michigan, Lou-

isiana, Arkansas, Tennessee, Alabama and Georgia.

At present the company is serving 28 clients located in the above named territories. Business of a strictly competitive nature is not handled. New business is not solicited or accepted until the organization is capable of rendering that type of service that is given all accounts—a type of service that is responsible for the growth of the company from a small service agency to one of national prominence, handling a volume of business totalling well over a million dollars annually.

The company enjoys recognition from all publications and publishers' associations in America.

During a single month the company has made a total of 1157 individual purchases of advertising space from 863 publications located in 37 states.

TRACY-LOCKE-DAWSON, Inc.

Advertising



Operated for Fifteen Years as Southwestern Advertising Co.

MAJESTIC BLDG. — DALLAS

MEMBERS: AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
AUDIT BUREAU OF CIRCULATIONS
NATIONAL OUTDOOR ADVERTISING BUREAU

Positively No Smoking!

*Or Why a Pair of White Pants Are Good for More Than
One Day in Dallas*

By LOIS UPSHAW

PEOPLE have practically stopped reading statistics about Texas anyway, because they are so big they are likely to give you a headache, but since the editor insists on having some of them in this piece, we are off with a flourish to say that no other city in the world, as large as Dallas, uses gas with so much spirit as Dallas does. It must be in the blood. In those prairie village days half a century ago, the town must have swung a breezy walking stick, put on a few airs and decided the best was to be none too good for them. Because to this day, you see flashes of that same easy, young arrogance. Dallas still has a way of taking the best of everything in sight. And while other good-sized cities use gas for this and that, gradually and as a sort of luxury, Dallas uses it for everything, the year round. From making a cup of tea to running a huge refinery, Dallas burns its instantaneous, untouched fuel.

Natural gas is the secret. It comes into town in four directions from independent fields, running 1,000 British thermal units per cubic foot, one of the richest and most inexpensive of all fuels. A large plant running from six millions to twenty-five millions of cubic feet a month, receives, for instance, in a 500,000 cubic foot batch of fuel, 500,000,000 heat units for \$193.00 and allowing only a modest 75% efficiency in combustion, it utilizes 375,000,000 units of this heat content. And not a cent does a Dallas plant have to spend for handling, storing or delivering fuel, or for depreciation from soot. In some of the largest engine rooms in the city, the engineer presides in solitary splendor, a rather lonely figure who is delighted to have callers. You can visit them in white clothes (for all the world like those pictures in modern furnace advertisements), since the place is serene as four o'clock tea.

Gas Center

Dallas is the center of the natural gas development of the world, as you would guess from the 65,000 smokeless chimneys in the metropolitan area. Texas uses more natural gas in industry than any other state, with Dallas heading the list in consumption and in variety of heat process.

The Lockwood-Green report for "Industrial Dallas, Inc." recommends 18 main lines of industry that would

profit in Dallas, and lists natural gas as the city's first advantage, "making possible great economies in some operations, while it is almost indispensable in others." Naturally these Manhattan engineers were impressed, finding a city where they could wear one white collar all day, while hundreds of factories were going full speed; and where this inexpensive fuel has such a low velocity that it fills the firebox with nothing but a thin transparent haze of pure heat.

Among these recommended industries that would find Dallas gas particularly valuable, are glass bottles, dyed cotton goods, soap and farm implements. The farm implement idea certainly ought to fall on good ground. Why should a sulky plow have to travel a thousand miles before striking the Texas state line? The largest farming section in the country deserves its own implements. The Guiberson Corporation, whose oil well machinery is boring holes in Chile, Mesopotamia and Russia, proves the value of Dallas gas in the welding and annealing of metals. They put spiral packers and casing tongs through a high-speed furnace at 3,000 degrees Fahrenheit, the flame a corkscrew whirl almost invisible against the white-hot walls. For hardening, the steel goes through a cyanide furnace at 1,450 degrees. And with all this, the shop is as clean and comfortable as a Boy Scout camp.

Gas Mains

Dallas has increased its gas main mileage seven-fold, from 98.15 miles to 685.089 miles, since that April day in 1910 when the city got its natural gas. Most of the large buildings have gone up since then, glistening white, and due to stay white for many a day. This shining skyline has brought the city a happy and widespread fame. In articles and interviews in numerous magazines and newspapers, in letters, in conversation and business discussions all over this country, Dallas is mentioned for its dashing blue-and-white skyline. When a visiting aviator flies over Dallas he thinks the town is having a holiday, judging from the empty smokestacks. And this charming cleanliness represents not only a convenience and a fuel economy, but an immense cash saving in smoke damage.

The National Conference Board on Sanitation, in co-operation with the

New York Department of Health, announces that the annual smoke damage in this country is averaging \$16.00 per person. (And this does not count the wear and tear on complexions.) At that rate, we believe Dallas people suffer about a nickel's worth of the \$16.00, and most of this is in the switch yards neighborhoods. In some cities, in one year, 700 tons of soot settle to the square mile. We are thinking about sending off for a little soot counter, so we can test Dallas. We believe that in some neighborhoods not a hat full falls. This \$2,000,000,000 damage, at \$16.00 per capita, includes injury to painted surfaces, draperies, displayed merchandise, trees and shrubbery, clothing and people's breathing passages. Dallas industry misses this penalty almost entirely.

Natural gas was discovered long ago in China, and piped through bamboo stems for lighting. But the Royal Philosophical Society of London records the first scientific report of experiments with it, in 1667. Thomas Shirley brought in the news, saying he had found a spring "where water did burn like oyle," and "did boyle and heave like water in a pot." To this day technicians watch it "boyle and heave" in every circumstance and combination, to gauge its powers and time its control. Every industry in Dallas, for instance, is free to receive technical service from the Gas Company, such as determination of proper sized combustion chamber, proper damper settings for all loads, and a thorough flue gas analysis.

Send Them In

Photographs of buildings, scenes, plants, manufacturing operations and such photographs as picture interesting phases of Dallas will be accepted by the publicity department of the Chamber of Commerce for use in supplying requests of magazines, newspapers and publications for use in articles having to do with Dallas.

Mileage Scale

(Continued from page 8)

as increased manufacturing industries for our city and others.

The order of the Commission is just as reasonable to the cities to the south and west of us as it is to the northern Texas cities, for it does give to each one a basis of rates that is equitable for the geographical location of their cities.

At the request of carriers and other interested parties the Commission granted an extension from December 5th to February 3rd, then to April 3, and later they issued a supplemental order emphasizing their desire that carriers publish the treated rates by July 8th, and give consideration to an adjustment that would follow closely the order of the Interstate Commerce Commission in the publication of rates on the untreated commodities, the latter to be published and become effective not later than December 8, 1928.

The carriers have published four tariffs in compliance with the Commission's supplemental order and unless, in the discretion of the Commission, further postponements are necessary business interests should watch carefully the changes to become effective on July 8th, and make such adjustments as necessary in the handling of their individual affairs.

It is manifest to all that a revision in rates affecting more than fifty per cent of the total area of the United States, cannot be accomplished without both increases and decreases resulting from this leveling process, bearing in mind that this leveling process accomplishes that which Dallas has been contending for many years, namely, a rate structure that brings inequalities to a minimum and puts into effect a simpler and more equitable system of rate making.

Dallas, with its numerous steam rail lines, electric interurban lines, motor bus and motor freight lines, aerial transportation, with its unsurpassed system of highways leading in all directions resulting in many thousands of motorists passing through the city every year, with its facilities for quick delivery, and given an even break in transportation charges with its competitors, cannot do otherwise than move forward, steadily growing and adding to Dallas' trade territory.

INDEX NUMBERS Cost of Building Construction

	Texas	All Other States
Frame	200.0	203.2
Brick, Wood		
Frame	197.0	214.2
Brick, Steel		
Frame	189.0	197.7
Reinforced		
Concrete	185.0	201.4
All Other		
Construction ..	192.7	204.1

Figures by American appraisal Company.



The Judgement of Knowledge in Choosing Luggage

People who travel world wide have placed their unqualified stamp of approval upon

Padgitt Luggage

They know from experience that it will withstand the hardest travel knocks with the least show of wear.

*Choose Your Vacation
Luggage Now*

PADGITT BROS.

1014 COMMERCE STREET

Retail—"FINE LEATHER GOODS"—Wholesale

The Engineer's Compass and Artist's Brush



Published through courtesy of The Dallas News

Engraving by Southern Engraving

Within a few weeks the greatest engineering feat ever attempted in Dallas County will be under way. The unbridled Trinity River, upon the banks of which John Neely Bryan camped eight-six years ago, is to be harnessed at last and the costly destruction of years forever stopped.

Shown above is a faithful picture of the Dallas of tomorrow as planned by the City and County of Dallas. At the cost of \$6,500,000 the property owners in the river district will straighten the river, levee its banks and reclaim the land that has, since time began, been little more than swamp land. Where mosquito breeding pools of stagnant water now pollute the atmosphere will be, in a few months, high and dry factory sites, ideally located near the railroads and within walking distance of the heart of the city.

Approximately 11,000 acres of waste land will be increased in value from little more than nothing to prices more than justifying the great expenditure necessary for the project.

Of the 10,000 acres to be reclaimed, 4,400 acres will be west of the river and the remainder on the east side of the river, between the new channel as it will be created and the principal railway terminal yards and the central downtown business district. The levee on the east side of the river will begin at Bachman's Dam, north of the city, and extend southwest along the hills on the west side of the valley to a point opposite the Eagle Ford industrial district, turning at that point to the east and south and continuing to the Santa Fe Railroad near the plant of the Armstrong Packing Company.

The west levee will begin near where the Texas & Pacific Railroad crosses Mountain Creek, running north and east from there toward the hills on the north side of West Fork Valley until it gets opposite the Eagle Ford industrial district, and about one mile north from that district, and from

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Brush Paint the Picture of Dallas Tomorrow



Southern Engraving Co.

Painting by Guy F. Cahoon

there will parallel the east levee down to a point just above the Santa Fe Railroad on the Oak Cliff side of the levee.

At the Turtle Creek pump station Elm Fork will be moved west about two and a half miles. In the vicinity of Mountain Creek 29,000 feet of the present channel of West Fork will be replaced by 9,000 feet of straightened channel.

The total length of the levees is about twenty-five miles. Midway between the levees there will be constructed a lower channel to carry the ordinary flow of the river when not in flood stage. The levees will vary from 3,000 to 2,000 feet apart, depending upon the slope of the valley. The average height of the levees will be thirty feet, width of the base will be about 156 feet, and a crown of six feet. The capacity of this levee system is figured to carry two and one-half times the peak of the 1908 flood.

One of the most difficult problems to solve in the design of this system is that of taking care of storm water which

falls on the areas of the land side of the levees. This will require three or four large pumping plants ready for use at such times as rain occurs over the city of Dallas while the river is at flood stage. The levees are to be completely sodded with Bermuda grass and the floodway is to be kept entirely free from weeds, brush, fences and buildings.

The east levee will cross Commerce street just west of the plant of the Central Bitulithic Company and the west levee will cross Commerce street about 100 feet east of Beckley avenue.

On the easterly side, the area from Young street to Turtle Creek Boulevard has been assessed a heavy additional tax to pay for the cost of filling the old river channel and sloping the ground on an easy grade from the present level of the bottoms up to the top of the levee, so as to make this land more valuable for business and industrial purposes where it lies so close to the center of the city.



Are
You
Unlucky
?

It all depends on you.

Some people are lucky because they have never experienced the terrors of a house on fire, a burglarized home or a personal accidental injury. Others are fortunate in their misfortune because they are adequately protected by insurance.

Do YOU have enough insurance or do you trust to luck?

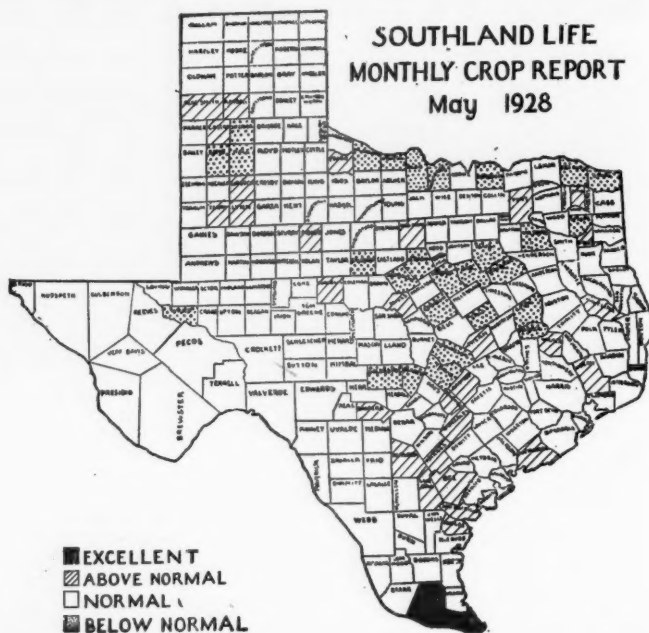
A. C. Prendergast & Co.

2-3359 2-6444 2-6445

A Departmentized Insurance Agency

REPRESENTING

The Travelers Insurance Co.
REPUBLIC BANK BUILDING



Crops Above Average

There is an optimistic tone to May crop reports for Texas, compiled by the Department of Public Relations of the Southland Life Insurance Company.

Two features of the report are

especially noticeable this month: the surprising increase in prospects for grain crops in the northern part of the state, and the consistently conservative and sober attitude taken by farmers over the entire state.

Dryer and favorable weather, except in scattered communities, have increased chances for cotton considerably. While it is true that much of the cotton crop had to be replanted, this has been done and there seems to have been an unusual record of growth during May. The situation in Central and South Central Texas with reference to the cotton crop appears to be especially good. West Texas has been greatly helped by recent rains, that section having suffered up to some three weeks ago from lack of moisture.

Reports from some sections indicate that the wheat crop, some of which is now being harvested, may be better than normal instead of below normal as earlier predicted. Other grains appear to be coming along well, although there is little likelihood that the oat crop will be as good as last year.

The danger from insect infestation, as far as the cotton crop is concerned, appeared to be less than was believed a month ago.

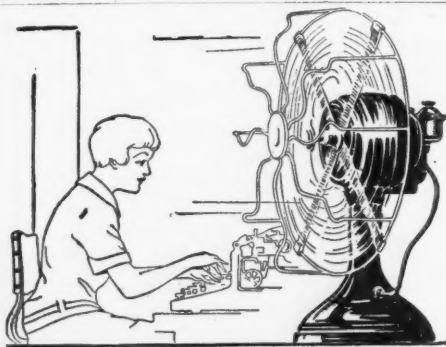
One of the especially encouraging aspects of business conditions is that farmers, while optimistic, are being entirely conservative in their predictions and expenditures. This, of course, would tend to slow business at the present time, but assures extreme prosperity in the fall, in case crops are as good as expected.

The Rio Grande Valley, both in crop prospects and business conditions is in unusually excellent shape, with the one exception of districts damaged by hail.

Electric Fans for Home and Office

Rented, Sold and Repaired

Expert Trouble Service
Motor Repairing
Armature Winding
General Contractors



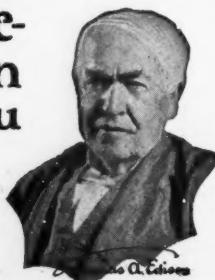
W. M. SMITH ELECTRIC COMPANY
Phone 2-1887 1907 Bryan Street Night 3-2646

Think once-write once-
at once is the Edison
dictation principle you
will ultimately adopt.

THE EDIPHONE

1714 Commerce St.

Phone 2-6976



Ediphone
Edison's New Dictating Machine

New Members

The following new members have been accepted into the Chamber of Commerce during the last thirty days:

Keen Kola Mfg. Co., 1708 Coombs Street, manufacturer beverages.

Universal Doh Co., 2012 Cadiz Street, manufacturer ready-made dough.

C. A. Fuess & Co., 1900 North St. Paul Street, contractors.

J. B. Finks, District Clerk's Office, district clerk.

W. J. Fife, Jr., 5301 Belmont, individual.

H. L. Goerner, 220 South Ewing, County Superintendent of Schools.

McQueen & Co., 1901 North Harwood, tile contractors.

E. G. Senter, 1412-13 Republic Bank Building, attorney-at-law and farmer.

Ward Heater Co., 317 North Harwood, gas heating.

Cook and Brown, 5003 Holmes Street, wholesale meat packers.

Dallas Animal By-Products Co., 5003 Holmes Street, packing by-products.

Street Bulletins, Inc., 815 Praetorian building, outdoor advertising.

American Air Transport Co., 1321 Commerce street, aviation passenger, freight and express.

Champion Weed and Grass Killer, 1304 Marilla street, weed and grass killer.

Cedric Burgher Construction Co., 2013 Republic Bank Building, general contractors.

Hokus-Pokus Stores, 820 Wilson building, chain grocery stores.

Trinidad F. Buentello, 1906 North Lamar, painter and paper hanger.

Great Western Mushroom Company, Houston and McKinney, fresh mushrooms.

E. M. Herndon, 405 Mercantile Bank Building, attorney-at-law.

Dallas Art Institute, 1215½ Main street, school.

The Wayne Works, 3201 Worth street, bus and club bodies.

Peerless Furniture Co., 1401 Elm street, retail furniture.

Belmont Pharmacy, 1801 Greenville avenue, retail druggist.

North Texas Stewards' Club, Hilton Hotel Coffee Shop.

Moore's Cafe, 1206 Main street, cafe.

Annette Dress Mfg. Co., 706½ Commerce, mfgs. dresses and handkerchiefs.

Greenville Red Ball Bus Lines, 700 Commerce street, motor bus line.

Crescent Printing Co., 326 North Ervay, commercial printing.

W. A. Craddock Co., 508 Marvin Building, insurance.

B. H. Fly, Court House, Justice of the Peace.

Frank Duff Furniture Co., 1804 Greenville avenue, retail furniture.

Goodman-Kantz Furniture Co., 2010 Greenville avenue, retail furniture.

Leavell & Co., 405 Republic Bank Building, stocks and bonds.

Martin Printing Service, 901½ Elm street, commercial printers.

Newman Art Service, 1616½ Pacific, advertising art.

P-B Brake Service Co., Orange and Patterson, brake service station.

10% Discount if you mention this advertisement

A Good Driver
with Poor Brakes
is As Dangerous
As

A Drunken
Driver with
Good Brakes



The Front of Your Car
Is Your Pride—Save It—and a Life

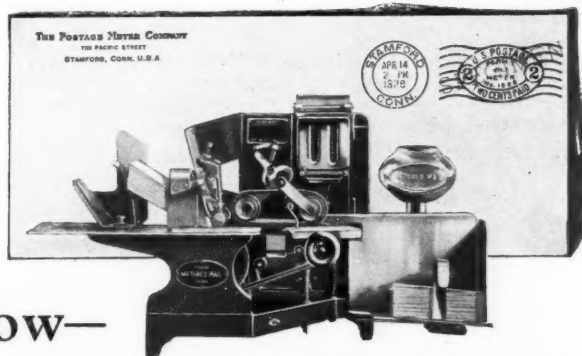
Have Your Brakes TESTED at

BRAKE SERVICE CORP.

2404-6 Main St.

The Official AAA Station

Official Westinghouse Air Brake Station



Now—

the advantages of "Metered Mail"
at a cost surprisingly low!

Because "Metered Mail" is the fastest and most modern postal mailing system available today, it has been the choice of the largest and best known business institutions of the country.

"Metered Mail" is expedited in postal despatch...it eliminates the old fashioned adhesive stamp...it safeguards the postage account...it saves time and labor in preparation of mail.

Now the great demand for "Metered Mail" has made it possible to develop a less expensive machine and these advantages are available to business houses, stores, banks, departments, branch offices and others who have been waiting to

install "Metered Mail" with lower priced equipment.

The new Model "F" is a smaller mailing machine produced by the same engineers who developed the high speed, heavy duty cancelling machines in use by the Post Offices of our Government and many foreign countries and the larger Postage Meter mailing machines that have spread the world-wide use of "Metered Mail."

The new Model "F" automatically imprints the "Metered Mail" indicia, seals the envelopes and counts the mail—and sells for \$385.00. Never before has there been offered an automatic mailing machine at such a low price.

You Can Have a Demonstration

Our offices in twenty-one leading business centers now have the new Model "F" mailing machine for demonstration. We will gladly arrange to have our local representative call on you at your convenience. Or, if you prefer, we will send you a folder outlining the features of this low priced machine and explaining its operation.



THE POSTAGE METER COMPANY

Sole Distributors of Pitney-Bowes Mailing Equipment

753 PACIFIC STREET, STAMFORD, CONN., U. S. A.

OFFICES IN TWENTY-ONE AMERICAN CITIES AND FOREIGN COUNTRIES

FRANK W. MASTERS, Branch Manager

515 GLOYD BUILDING, TELEPHONE NO.--VICTOR4887,
KANSAS CITY, MO.

TO EXPRESS QUALITY USE LITHOGRAPHY

Know Your Industries

*Drive out and visit one of the most
Modern Plants in the Southwest*

FREE PARKING SPACE

OUR MANUFACTURING DIVISION

Printing	Lithographing
Ruling	Loose Leaf Systems
Binding	Blank Books
Blank Forms	Engraving
Commercial Forms	Machine Bookkeeping
County Record Books	Supplies
	Embossing

OUR MERCHANDISING DIVISION

Office Furniture	Loose Leaf Goods
Steel Filing Cabinets and Supplies	Steel Safes
Sectional Bookcases	Blank Books
Card Index Systems	Legal Blanks
Numbering Machines	Inks & Adhesives
	Pens, Pencils

Bennett Printing Co.

Corsicana and Park Avenue
Phone 7-3201

Dallas

Texas

BENNETT'S BOOKS ARE BETTER

WE have very desirable office
space arranged with warehouse
or exhibit space adjacent
thereto



The service
you buy
from us is
based on
forty years
of
experience.

* *
Our
facilities
unequalled
in the
South

Dallas Transfer & Terminal Warehouse Co.
SECOND UNIT, SANTA FE BUILDING DALLAS, TEXAS

Roberts Marble Co. of Texas, 706 Central Bank building, monument-mausoleums.

Glover Rubber Stamp Mfg. Co., 901½ Elm street, rubber stamps.

Gilbert Manufacturing Co., 711-12 Marvin Building, metal doors and windows.

X-Cel-All-Lite Co., 602 Slaughter Building, distributors master lights.

National Telephone Directory Co., 1101 Dallas National Bank Building, directory advertising.

Toland and Corley, 407 Southwestern Life Building, real estate, insurance and loans.

American Potash Co., 1311 Republic Bank Building, potash.

The Harrison Co., 2105 Jim Town Road, Ticket printers.

Republic Tile Co., 701 South St. Paul street, tile contractors.

J. A. Pitzinger, 1101 Southwestern Life, architect and engineer.

Threemor Products Co., 2007 South Ervay, soft drinks.

Hendrian Agency, 1014 Southwestern Life Building, general insurance, real estate.

Brinker Grocery, 2906 Greenville Avenue, groceries, retail.

Walter C. Cameron Motor Co., 808 North Harwood, motor cars.

W. S. Chambers and W. S. Chambers, Jr., associated, 620 Wilson Building, real estate.

Duncan Dairy Supply Co., 814 Carter street, dairy supplies and feed wholesale.

Gasteam Heating System Co., 2009 Main street, heating.

Lea's Downy Flake Doughnut Shop, 119 North Akard, manufactures of doughnuts.

Marchant Calculating Machine Co., 603-4 Slaughter Building, calculating machines.

Landon C. Moore, Inc., 1713½ Young street, analytical and consulting chemist.

Slattery Gas Steam Radiator Co., 317 North Akard, heating.

My Style Hosiery Store, 107 North Akard, hosiery.

Texas Freight Audit Bureau, 514 Slaughter Building, freight claims and traffic consultants.

L. O. Wetsel, 827 Wilson Building, freight claims and traffic consultants.

Auto Washing

The Tennant Ballard Auto Wash Co., Ross and Pearl street, will be officially opened about July 1, with one of the most complete automobile washing establishments in the nation. The Edler System is used, with cars passing through the process in fifteen minutes or at the rate of about 250 a day. A company is being formed by Fred E. Tennant, Fred E. Tennant, Jr., and K. L. Ballard to handle the Southwestern distribution of Edler system franchises. The home office of the Edler Company is at Los Angeles, and other branches are at Philadelphia, Atlanta and Chicago.

National Conventions Held Here

There were few days during the last month when no important convention was under way in Dallas, so great has become the popularity of this city as a convention center for the Southwest.

Among the thousands of convention visitors were those to four national conventions—some of the nations most widely known professional men.

The United States League of Local Building and Loan Associations was in convention here May 21 to 24, with more than 3,000 in attendance at the national body meeting and the Oklahoma League of Building and Loan Associations held at the same time.

The National Conference of City Planning, May 7 to 10, brought some of the greatest municipal and city engineers to Dallas. During the same period the Natural Gas Association of America held its 1928 convention in Dallas.

The National Oil Mill Superintendents' Association held its 1928 convention in Dallas June 4 to 6.

Conventions scheduled for July, the off season for conventions, are:

July 3—Texas-Louisiana Tariff Bureau, A. C. Fonda, Santa Fe Bldg., Dallas.

July 10-11—Texas Wholesale Fruit and Vegetable Dealers' Assn., Homer L. Johnson, Merchants Produce Co., Dallas.

July 12-13—Texas State Checker Assn., Dan F. Williams, Dallas.

July—S. W. Division American Society of Agricultural Engineers, Dan Scoates, Texas A. & M. College, College Station, Texas.

July—Staley Sales Corporation, A. E. Banta, S. W. Div. Mgr., Athletic Club Bldg., Dallas.

July-Aug.—Aviation Summer Training Camp, 8th Corps Area, Lieut. Harry Weddington, Love Field, Dallas.

English Teacher: "Michael, when I have finished you may repeat what I have said, in your own words:

"See the cow. Isn't she pretty? Can the cow run? Yes, the cow can run. Can she run as fast as the horse? No, she cannot run as fast as the horse."

Michael: "Lamp de cow. Ain't she a beaut? Kin de cow hustle in wid de horse? Naw, de cow ain't in it wid de horse!"—Bowen Arrow.

W. M. WHITENTON

(Formerly Vice President
M-K-T Lines)

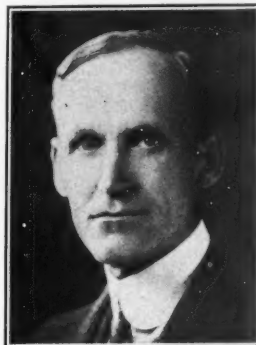
Consultant on Railroad, Electric and Motor Transport Transportation. Traffic. Valuation and Tax Matters. Industrial Surveys. Industrial Operation and Cost Accounting.

Kirby Building
2-2855

Dallas

Texas

No. 17 in a Series of Portraits of Prominent Dallasites



A. C. BIGGER

President, American Life Insurance Co.

THE master hand of a business man has employed art and beauty in the selection of his business home—The American Life Insurance Company. Naturally his photographs are made by us.

MONTGOMERY
STUDIOS

1502½ Elm Street at Akard

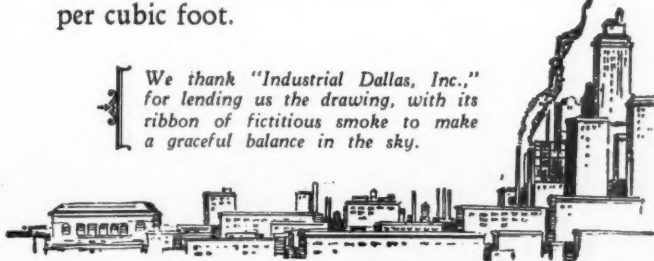
Phone 7-5497

Dallas, Texas

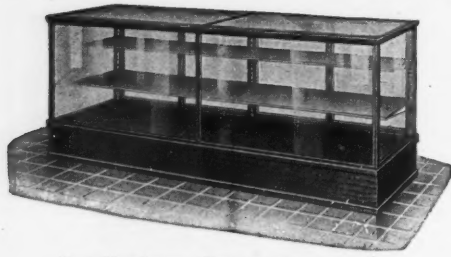
On Tap

IN Dallas industry, nobody needs to bother with the fuel. It stays on tap day and night, very rich and inexpensive, requiring not a cent's worth of handling. Dallas has natural gas that runs 1,000 B.t.u.'s per cubic foot.

We thank "Industrial Dallas, Inc." for lending us the drawing, with its ribbon of fictitious smoke to make a graceful balance in the sky.



THE DALLAS GAS COMPANY



From Manufacturer direct to you—at a saving
in price and freight

SOUTHERN FOUNTAIN & FIXTURE MFG. CO.
1900 Cedar Springs Dallas, Texas Phone 7-6098

THE Dallas Market

has a large modern
factory, comparing fa-
vorably with any in
the country devoted to
the manufacture of

Show Cases and Fixtures

for the Dry Goods,
Millinery, Jewelry
and Drug Trades.

American Exchange Builds Annex

Significant of the rising tide of business in Dallas banking circles was the recent work begun on the construction of the Elm street annex to the American Exchange National Bank. The structure, which will face fifty feet on Elm street and one hundred feet on Exchange place, will be six stories high with a basement and will be occupied entirely by the bank.

The new unit will be built of structural steel, concrete, Indiana limestone, and will conform architecturally with the present seventeen story structure facing on Main street at Exchange place. The foundation will be laid to accommodate additional stories as needed. The cost of the annex will exceed three hundred thousand dollars.

The building will be joined to the present structure at the rear and a continuous lobby from Elm to Main streets will be provided allowing virtually twice the present lobby space. Thirty-four tellers' windows will be included in the new arrangement relieving the heretofore congested condition in the bank lobby. The officers' quarters will be greatly enlarged and several private offices provided.

The present mezzanine floor will be extended into the new building to make a uniform arrangement throughout, practically doubling the working space on that floor. The basement will be enlarged to allow the erection of a new book vault and permitting extensive expansion of the present safe deposit facilities. The third floor will include the directors' room and the credit department. The sixth floor will be used entirely by the employees, being equipped with a recreation room, library and general assembly hall.

Complete modern elevator equipment will be installed in the new unit. In addition to the Main and Elm street entrances, the bank will have an entrance on Exchange place for the particular use of its employees and armored motor car. With the completion of the new annex the American Exchange National Bank will have the most spacious quarters of any financial institution in the Southwest.

The growth of the American Exchange National Bank during its fifty-two years of existence has kept thoroughly apace with that of Dallas herself.

The capital stock has increased within this period of fifty-two years more than one hundred fold, or from \$40,000 capital stock in 1875, to \$5,000,000. The present capital, surplus and undivided profits are in excess of \$9,000,000, making it the largest commercial bank in the Eleventh Federal Reserve District.

In fifty-two years the total deposits have increased five hundred fold. In 1875 the deposits were less than \$100,-

Natural Gas



10-27-A

Increase Property Values By Attracting Industries

Of all the advantages offered by your community to attract new industries, *Natural Gas*—a dependable supply of Natural Gas—comes close to the head of the list. And what is the result of new industries? More people, more business, more prosperity, greater property values, for present and prospective property owners. You can safely buy and hold property in a community that is well served by Natural Gas, because it's certain to grow. Do you realize that the growth in property values due directly or indirectly to the community asset of Natural Gas off-sets the cost of gas consumed for heating and cooking? Yes, Natural Gas is a *real asset* to your town. And it is our pleasure to help stimulate the growth of the community, by rendering a *dependable* gas service.

Lone Star GAS Co.

* The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local gas company.



***PIPED FROM THE
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Exclusive PRESCRIPTION PHARMACY

Prescriptions and Sick Room
Supplies Only
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DALLAS, TEXAS

HOME OFFICE: DALLAS

Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policy holders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a century of a century of unexcelled insurance service—over \$1,800,000.00 paid in benefits.

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W. E. Callahan, E. S. Heyser,
President Vice President
H. L. Johnson, Sec'y-Treas.
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Drainage, Irrigation, Railroad, Levee

A Complete Banking, Trust and
Investment Service

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and Trust Co.

Dallas, Texas

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Jas. L. Hanway
Insurance in all its branches
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Tailors Since 1886
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Company
TYPEWRITERS

1606 Commerce
2-3026 Dallas

000 and today the deposits amount to approximately \$50,000,000.

Included in the board of directors of the bank are men who have not only achieved success in their various lines of business endeavor but have played prominent parts in the building of the city, Dallas. The officers of the bank are: Henry Coke, Chairman of the Board; Nathan Adams, President; E. J. Gannon, A. V. Lane, B. A. McKinney, G. H. Pittman, J. C. Chidsey, B. B. Johnston, and Paul Danna. Vice Presidents; E. S. McLaughlin, Cashier; R. V. Sanders, Assistant Vice President; H. H. Smith, Sam Turner, J. J. O'Connell, E. A. Houser, and J. J. Kettle, Assistant Cashiers; B. F. Simms, Auditor; and E. M. Bruhns, Manager Foreign Department.

Yesterday's Prospects

Today's Citizens

(Continued from page 9)

Dallas for the manufacture of a wide range of commodities, made by Lockwood, Greene & Co., of New York and Boston, covering such subjects as labor, power, fuel, present manufacturing opportunities, etc.

5. Dallas as a City in Which to Live. An appraisal of living conditions as they affect the executive, the salaried employee and the wage earner, under such headings as climate, housing, schools, recreational facilities, living costs, etc.

6. Growth of Dallas. A statistical and pictorial record of the remarkable growth of Dallas, from a trading post to a city with an estimated population in 1928 of 290,000 people; with a description of what Dallas is doing to make the city a greater city and a more attractive city in which to live through the carrying out of the Kessler City Plan for Dallas.

7. Texas Corporation Laws. An analysis of Texas laws affecting foreign corporations doing business in Texas, foreign permit fees, annual franchise taxes, subsidiary Texas corporations, legal blank forms, etc.

TRY THIS
REMINGTON REBUILT
TYPEWRITER
5 DAYS FREE TRIAL \$35

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MONEY BACK GUARANTEE

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Typewriter Ribbons and Carbons



Whiteman's
Phone 2-2541 317 Simpson Bldg.

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and

ERWIN G. KERR

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The opening of an office at
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ARCHITECTURE

Under the Firm Name of
KRAMER & KERR

Photostat Prints

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, Etc.

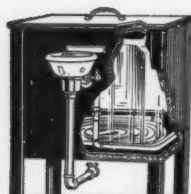
JNO. J. JOHNSON
1912 N. St. Paul St. 2-6729: 7-4218

FRED L. LAKE & CO., Inc.
RUBBER STAMPS
CONVENTION BADGES



STENCILS—SEALS
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Sims Letter Company
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DIRECT
ADVERTISING
606 WHOLESALE
MERCHANTS BLDG.



**Sanitary
Water
Coolers**

Ice Cold Drinking Water

Low initial cost and
maintenance

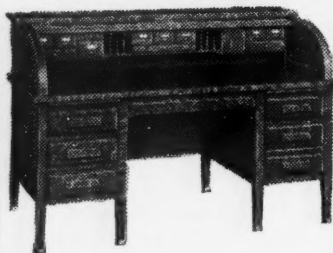
**Eliminates paper cup
and bottled water
expense.**

Saves Ice.

Quickly pays for itself with
its savings.

**BRICE GASTON
COMPANY**

503 Melba Bldg.
7-1870



Big Stock—New and Used
OFFICE FURNITURE

**Buy Here
Save Money**

**GOOD DESKS
GOOD VALUES
GOOD SERVICE**

Askew

Office Furniture
Exchange

310 North Akard

7-1220

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of
Dallas as shown by the available statistical information.

BANK CLEARINGS

	1927
January	\$229,992,906.46
February	196,745,819.83
March	220,543,122.81
April	200,626,627.89
May	192,025,092.80
June	190,192,864.47
July	182,591,715.82
August	192,633,168.78
September	255,592,042.29
October	284,698,815.71
November	259,541,248.42
December	240,808,716.72
Total	\$2,645,992,040.40

BANK DEBITS

	1927	1928
January	\$223,308,000	\$236,596,000
February	196,631,000	214,275,000
March	211,214,000	230,033,000
April	203,980,000	209,427,000
May	181,433,000	213,709,000
June	188,284,000	
July	185,981,000	
August	189,293,000	
September	243,714,000	
October	268,064,000	
November	258,992,000	
December	269,485,000	
Total	\$2,620,377,000	

BUILDING PERMITS

	1927
January	\$ 412,624
February	528,992
March	1,088,994
April	576,703
May	733,423
June	1,466,225
July	673,837
August	770,975
September	2,198,659
October	451,704
November	524,932
December	352,525
Total (Dallas proper)	\$9,774,846

POSTAL RECEIPTS

	1927	1928
January	\$311,033.63	\$316,629.65
February	312,651.92	348,879.00
March	386,314.91	389,673.60
April	302,316.28	304,437.00
May	290,903.21	283,274.29
June	308,521.35	
July	245,918.46	
August	306,198.75	
September	383,030.13	
October	358,282.32	
November	327,146.30	
December	422,787.67	
Total	\$3,855,787.93	

GAS METERS

	1927
January	62,479
February	62,702
March	62,724
April	62,832
May	62,885
June	62,952
July	63,026
August	63,123
September	63,354
October	63,740
November	64,298
December	64,711

TELEPHONES

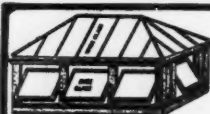
	1927	1928
January	65,198	67,143
February	65,547	67,347
March	65,532	67,697
April	65,712	67,902
May	65,892	68,114
June	65,486	
July	65,864	
August	65,365	
September	65,877	
October	66,461	
November	66,859	
December	67,035	

Myers, Noyes & Forrest CONSULTING CIVIL ENGINEERS

1107 Mercantile Bank Bldg.
DALLAS, TEXAS
Surveys, Investigations and Reports

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C. H. Scholar, C. P. A., President
George H. Bird, Sec'y & Treas.
Established in the Southwest
Twenty-two Years
AUDITS :: SYSTEMS
TAX SERVICE
Santa Fe Building
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Skylights,
Sheet Metal
Contractors.
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Smith & Rawlings

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Photographs for All Purposes
1304 Elm Street
Phones: 2-4619; 2-6321

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Loose Leaf and Binders
416 South Ervay, Dallas

Mr. J. JOHNSON



Dallas Chamber of Commerce

(Continued from page 7)

many of the skyscrapers that make up the Dallas skyline are direct results of effort expended by the Dallas Chamber of Commerce.

The far reaching effect of the Chamber of Commerce activities was evident from the statement of a neighborhood druggist the other day:

"I owe much of my success to The Chamber of Commerce", he said. "I saw that their efforts toward a greater Dallas were bearing fruit. I looked ahead and located here, against the advice of many of my friends. Now the territory is built up far beyond me and as the first druggist in this neighborhood I have the bulk of the trade."

If each member of the Chamber of Commerce, and each man not a member for that matter, could find time to visit the Chamber of Commerce he could see for himself what a complete service is here for the asking.

I feel that the ideal slogan for Dallas is "A Balanced City" and to the realization of that ideal the Chamber of Commerce is consecrated.

Fill This in and We'll Bring Your Friends to Dallas

Date.....192.....

TO THE INDUSTRIAL DEPARTMENT,
DALLAS CHAMBER OF COMMERCE:

Here is a good prospect—get in touch at once with.....

Address

who, I have heard, is thinking of establishing a branch in the Southwest country. You may.....mention my-our name.

As a promising INDUSTRIAL OPPORTUNITY here, I suggest

Signed

of



AVAILABLE FOR LEASE IN THE FOURTH UNIT OF SANTA FE BUILDING

The Santa Fe Building is best known business address in Dallas, your logical distributing center.

Located on Young Street in the wholesale district, and within three blocks of the shopping center.

New, modern, fireproof building with low insurance rate.

Our trackage facilities offer quick service and minimum handling. Served by railroad tracks with switch engine assigned exclusively to this building.

Convenient to incoming and outgoing freight terminals. Within one block of five of the leading freight terminals, four blocks of another one, and seven blocks of another.

For space in First and Fourth Units, Apply

Terminal Building Corporation of Dallas

Phone 2-5067

1116 Santa Fe Building

Leake, Henry, Wozencraft & Frank

Attorneys At Law
Suite 604 Magnolia Building
DALLAS, TEXAS

Sam A. Leake, W. T. Henry, Frank W. Wozencraft, Joseph D. Frank,
Harold H. Young
General Civil Practice

Representative References:

NEW YORK
Radio Corporation of America
Metropolitan Life Insurance Company
The Bradstreet Company
Charles Broadway Roush, Inc.

CHICAGO
James B. Clow & Sons
National Life Insurance Company of the United States of America

ST. LOUIS
American National Assurance Company
John E. Mitchell Company

DALLAS
Sanger Bros., Inc.
Oriental Oil Company
American Life Insurance Company
Graham-Brown Shoe Company
Any Dallas Bank.

ZUBER & ZUBER

Wholesale Collections
408 Santa Fe Bldg.
Established 1918
C. B. Zuber F. M. Zuber

S. Koenigsberg, Inc.

Tailors and Importers
SUITINGS
FOR
SUMMER
WEAR
1306½ Main St.

STEVENSON PRINTING Co.
/ HIGH CLASS PRINTING
TELEPHONE 7-4436 STEEL DIE EMBOSING
/ 2012 BRYAN ST. AT HARWOOD COPPER PLATE ENGRAVING
DALLAS

ATLAS Trash Cans

can be built in special sizes, reinforced for extra strength if desired, to meet the individual requirements of business firms.

Atlas Metal Works
DALLAS

Keeping up With Busy Dallas

Merger of the Republic National Bank and the Republic Trust and Savings Bank has been effected according to announcement recently made. To more efficiently carry on the business of the merged institutions the Republic National Company has been organized to handle bonds, general investments, mortgage loans and real estate business of the bank.

J. B. McCabe has been elected president of the Municipal Gas Company.

Rhodes S. Baker, prominent Dallas attorney, has been re-elected president of the Dallas Art Association. Arthur L. Kramer and Mrs. Florence S. Rogers were elected vice-presidents.

After twenty years with Bradstreet's Wellborn Patterson has resigned from that company, joining R. G. Dun & Co.

Increasing activities of the C. L. Norsworthy Company has made necessary more commodious quarters and the firm has just concluded a lease on the entire second floor of the Southland Life building, adding 8,000 square feet of floor space.

Bentley Young of the National Casket Co., has been elected president of the Dallas Wholesale Credit Men's Association. R. D. Hall was made vice-president and W. Z. Hayes, treasurer.

Chester L. Jones, president of Sanger Bros., Inc., has announced the building of a new home for the firm's Fort Worth store. The building will be five stories high and one of the most modern department store plants in the South.

James R. Saville of Dallas has leased the Circle Theater and announced that under the name of The Showhouse it will open with a series of outstanding musical attractions about September 1st.

Floyd & Lockridge, Dallas Civil and consulting engineers, have been awarded the contract for Lake Bosque, the \$2,500,000 reservoir that will supply Waco with water.

P. M. Brinker has been elected president of the Dallas Service Grocers' Association. Other officers are Fred Jordon and Jack Parks, vice-presidents; M. T. Manning, treasurer;

Cannon Ball Towel Supply Company

2009 Orange St. Dallas, Texas

Everything furnished in the
Towel Supply Line

Service Unexcelled Phone 2-2736

Martin Stationery Co. Legal Blanks

"Service That Satisfies"
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BURGESS, BURGESS, CHRESTMAN & BRUNDIDGE

Attorneys

1106-1112 Southwestern Life Bldg.

General Civil Practice

Specialties—
Corporations, Insurance, Machinery and Real Estate Practice.

Metropolitan BUSINESS COLLEGE

DALLAS, TEXAS
"The School With a Reputation"
Has Made Good Since 1887
Absolutely Thorough and Reliable
A Position for Every Graduate
Write, Call or Phone for Catalogue.

American Elevators

sold by

Hunter-Hayes Co.

312 Construction Industries Building

Manufactured by
American Elevator & Mch. Co.
Louisville, Ky.

PRINTED and ENGRAVED LABELS

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1504-6-8 Caruth, Dallas Phone 2-2927

W. L. Clark, Streeter Moore, Fred Keller, S. W. Allen and John T. Coker, directors.

Organization of the Paint Industries Association by members of the Master Painters Association and the Paint, Oil and Varnish Club of Dallas, was effected recently. Officers elected were C. B. Jarrett, president; W. E. Snipes, vice president; M. T. Green, secretary; W. A. Lotz, treasurer.

The Christy-Dolph Company of Dallas has been awarded contract for the construction of the nineteen-story Edison Hotel at Beaumont. The Dallas firm competed with contractors from all over the Southwest for the job.

Charles A. Mangold, past exalted ruler of the Dallas lodge of the B. P. O. E. has been elected president of the Texas Elks' State Association.

In anticipation of development which is expected to follow the improvement of the Trinity river bottoms by the issuance of the \$6,000,000 levee improvement bonds, Hall & Purse, wholesale furniture dealers and jobbers, announced Saturday the closing of a ten-year lease on the six-story and basement building at Elm and Jefferson streets. Consideration involved in the lease was approximately \$150,000. The building is known as the Parlin & Orendorff building.

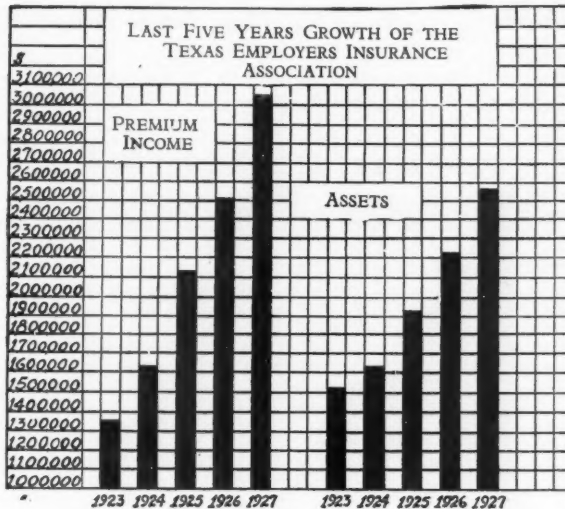
Don L. Sterling has been named secretary of the Dallas Rotary Club, succeeding Ed Schwillie, resigned.

Dr. J. T. Montgomery, medical director of the Southland Life Insurance Company has been named chairman of the medical directors of the American Life convention. This is said to be the highest honor that can come to a man in Dr. Montgomery's profession.

Improvements totaling some \$200,000 are planned for the Palace Theater, to begin within a few days. New furnishings, a larger and more elaborate lobby and a beautified front are listed in the improvement program.

C. R. Gugenheim has been named Southwestern representative of the Mortgage Guarantee Company of America, a \$12,000,000 company of Atlanta, Ga. Mr. Gugenheim has opened offices in the Republic Bank Building from which he will control the company's activities in seven states.

E. S. Morgan, vice-president and general manager of the Texas Portland Cement Co., has resigned that position and will be succeeded by L. R. Ferguson of New York.



Sound Steady Growth

\$3,742,052.16 ~

paid in dividends to policyholders since organization in 1913 . . . this does not include dividends on 1927 business which will be paid during 1928.

THE TEXAS EMPLOYERS INSURANCE ASSOCIATION has just closed its fourteenth year of successful service to employers of labor in the State of Texas. During this time it has grown from a very small organization to the largest writer of Workmen's Compensation Insurance in Texas—its premium income for 1927 exceeding that of its nearest competitor by more than \$2,000,000. * * * In 1927 Texas Employers Insurance Association wrote approximately 25% of the total Workmen's Compensation Insurance business in Texas.

Texas Employers Insurance Association

ABILENE	BORGER	EL PASO	SAN ANTONIO
AMARILLO	BRECKENRIDGE	FORT WORTH	TYLER
AUSTIN	CORPUS CHRISTI	HOUSTON	WACO
BEAUMONT	DALLAS	SAN ANGELO	WICHITA FALLS

SOUND PROTECTION AT A LOWER NET COST

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7-4507

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GOOD ADVERTISING—convince the readers of DALLAS—by a good advertisement of a good product.

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DALLAS
TYPEWRITER &
SUPPLY CO.

Standard and Portable
Typewriters
1519 Commerce St.



Pat C. Miller & Company

INVESTMENTS

We specialize in local Stocks and Bonds
801 Marvin Bldg. Phone 2-7794

DALLAS—1350 foreign corporations are located in Dallas.

405 Santa Fe Bldg.
2-9288

Established
Seven Years



Employers' Service Bureau

Anchor Awning Company

A Penniman Institution
A Guarantee of Reliability

Manufactures in Dallas Anchor Awnings

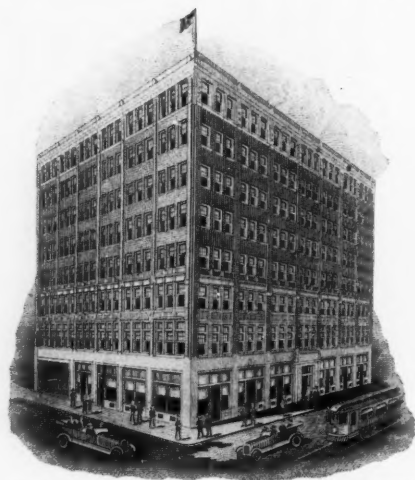
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ALLEN PENNIMAN

8-4114

3919-21-23 GASTON AVENUE

8-4114



THE NEW WHOLESALE MERCHANTS BUILDING
Corner Commerce and Poydras

"The Center of Dallas' Wholesale Activities"

The present home of representatives for many nationally advertised products.

One entire floor of 10,000 square feet now available. Can be easily divided into 1,000 to 3,000 square foot units.

Lights, heat, water and fans furnished. Lowest insurance rate obtainable in Dallas. Excellent elevator service.

Rates on Application

MERCHANTS BUILDING CORP.

D. L. WHITTLE, Vice President-Manager

Phone 2-5475

Car Registrations Show Business Trend

"Very decided gains in new car sales in Dallas and North Texas during the first four months of this year afford positive proof that our automobile business in the Southwest has 'turned the corner,'" says J. H. Connell, executive secretary, Dallas Automotive Trade Assn. "Sales for April, 1928, showed a gain of 10 per cent over April, 1927, while sales of new cars for the first four months of this year increased 4.4 per cent over the same period in last year.

"The favorable conditions reflected in the automobile business are supported by the general financial conditions prevailing at this time in this

NEW CAR REGISTRATIONS

Mak eof Car	April 1927	April 1928	To Date 1927	To Date 1928
Auburn	9	9	37	18
Buick	47	72	187	227
Cadillac	6	7	40	34
Chandler		3	7	12
Chevrolet	336	262	1,099	1,000
Chrysler	26	45	115	100
Dodge	63	49	241	143
Erskine		1	4	13
Essex	66	46	232	160
Ford	155	224	297	799
Franklin	2	7	7	21
Gardner			1	2
Hudson	15	14	55	63
Hupmobile	20	9	79	35
Jordan				1
La Salle	11	10	36	16
Lincoln		1	4	4
Marmion	15		28	
Moon	1	2	8	5
Nash	54	33	127	117
Oakland	14	16	42	43
Oldsmobile	24	33	82	77
Overland-Whippet	46	19	163	71
Packard	9	17	32	53
Paige-Urrham-				
Paige	34		66	4
Peerless		5	4	13
Pierce-Arrow	10	10	39	36
Pontiac	41	37	148	91
Reo-Wolverine	53	15	137	36
Star	3	5	34	25
Stearns-Knight			1	
Studebaker	22	18	99	75
Stutz		4		14
Willys-Knight	10	10	28	46
Miscellaneous	43	38	162	126
Totals	*1,135	1,021	†3,635	3,472

*10% Gain. †4.4% Gain.

section. The valuation of building permits issued at principal cities during April was much larger than the previous high record in October, 1925, and was 39 per cent greater than in March, 1927, according to statement issued by the Federal Reserve Bank of Dallas.

"All records for oil production in Texas were exceeded by the April output. At the same time consumption of oil in storage has increased so that the available supply has been materially reduced thus supporting the oil market at a time when overproduction was feared. There is virtually no unemployment in the Southwest. The lumber mills and the textile industries are running on full time, while agriculture is using all spare labor available for planting and cultivating an extensive acreage

devoted to cotton, corn, hay, fruit and vegetable crops. Prices received for staple agricultural products marketed during the fall and winter months have been quite satisfactory to the growers. Cotton is now quoted at 20 cents a pound on the Galveston market, or \$100 per bale.

"Savings deposits have shown a wonderful increase in the principal cities, according to the Review published by the Federal Reserve bank. Savings deposits in the banks of Waco are reported as having increased 22 per cent during the past year, Fort Worth and Dallas show gains of 18 per cent in these accounts, San Antonio 12 per cent, Houston 11 per cent, while only one important city shows a material decrease in savings deposits.

"Herewith is a detailed statement of automobiles sold during the first four months of 1927 and 1928."—Automobile Topics.

Chain Store Books Available

The introduction of the chain store into our merchandising system has caused considerable speculation by our economists, Chambers of Commerce, and independent competitors as to where it is leading. Chain stores seem to have certain advantages which independent stores have not heretofore enjoyed. How long it will be till the independents will be able to work out a system offering the same advantages is unknown. Chain stores also are faced with certain disadvantages as compared with the independents, and here again a system may eventually be devised that will largely overcome these disadvantages. At any rate, there is now keen competition between chain and independent stores and many people are interested in knowing more about chain store methods.

A communication just received from Ernest L. Tutt, Manager of the Houston Branch of the United States Department of Commerce, advises that he has for distribution free to interested persons a Chain Store Bibliography. This Bibliography was prepared by the Domestic Commerce Division of the Department of Commerce, and Tutt says it contains the titles and addresses of the publishers of 37 books and 125 magazine articles. It also lists the names and addresses of 8 associations and magazines in the chain store field.

Any interested person, Tutt says, can build up a splendid reference library on Chain Stores by obtaining and following this Chain Store Bibliography. It may be had for the asking, and Mr. Tutt's address is U. S. Department of Commerce, 402 Chamber of Commerce Building, Houston.



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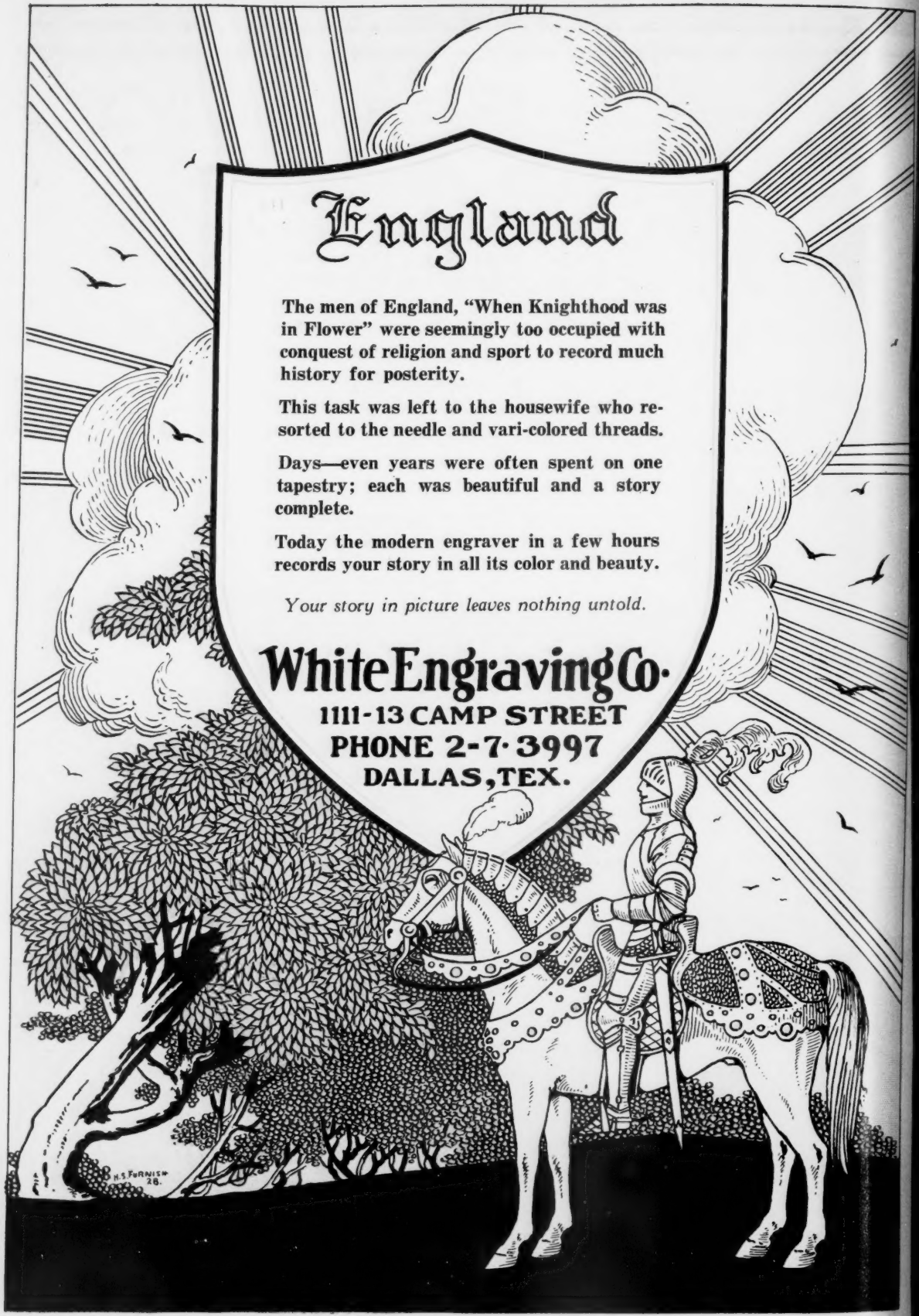
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